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## Claims

- 1. Method for automatically connecting a mobile terminal device to a remote cellular network server, said mobile terminal device having an interface for connecting an interchangeable memory and having a cellular network interface, wherein a network address of said server can be retrieved, comprising the steps of: detecting that an interchangeable memory has been connected to said mobile terminal, retrieving said network address of said server, setting up a connection to said server via said network.
  - 2. Method according to claim 1, characterized in that said network address of said server is stored in said interchangeable memory, and that said network address of said server is retrieved from said interchangeable memory.
- 3. Method according to claim 1, characterized in that said network address of said server is stored in said mobile terminal device, and that said network address of said server is retrieved from said mobile terminal device.
- 4. Method according to anyone of the preceding claims, characterized by activating a cellular network application being stored on said interchangeable memory in an online mode.
  - 5. Method according to anyone of the preceding claims, characterized in that said interchangeable memory contains application ID data of said cellular network application and in that said method further comprises retrieving said application ID data and transferring said application ID data to said connected server.
  - 6. Method according to anyone of the preceding claims, further comprising a user confirmation request to be sent to a user interface for setting up a connection to said server address via said network, and setting up a connection to said server at said server address via said network, only if said requested user confirmation is detected.
  - 7. Method according to anyone of the preceding claims, further comprising obtaining of preference data of a user for said cellular network application, and storing said preference data within said interchangeable memory.
  - 8. Method according to anyone of the preceding claims, further comprising retrieving of preference data of a user for said cellular network application stored in said interchangeable

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memory, and transferring said preference data to said connected server.

- 9. Method according to anyone of the preceding claims, wherein said cellular network application is a cellular network game.
- 10. Method according to claim 9, further comprising determining of game status data of said cellular network game, and storing said data in said interchangeable memory.
- 11. Method according to claim 9 or 10, further comprising retrieving of game status data of a user for said cellular network game stored in said interchangeable memory, and transferring said preference data to said connected game server.
  - 12. Method for automatically operating a cellular network application from an interchangeable memory device, comprising
- detecting a mobile terminal being connected to said interchangeable memory, retrieving a network address of a cellular network server and a script to induce said connected mobile terminal to set up a network connection to said cellular network server at said network address, and transferring said network address and said script to said connected mobile terminal.
  - 13. Method according to claim 12 further comprising: retrieving of preference data of a user for said cellular network application, and transferring said preference data to said connected mobile terminal.
- 25 14. Method according to claim 12 or 13, further comprising operating said cellular network application being stored on said interchangeable memory in an online mode.
  - 15. Method according to anyone of claim 12 to 14, wherein said cellular network application is a cellular network game.
  - 16. Computer program product comprising program code means stored on a computer readable medium for carrying out the method of anyone of claims 1 to 15, when said program product is run on a computer or network device.
- 35 17. Computer program product comprising program code, downloadable from a server for carrying out the method of anyone of claims 1 to 15, when said program product is run on a computer or network device.

- 18. Computer data signal embodied in a carrier wave and representing a program that instructs a computer to perform the steps of the method of anyone of claims 1 to 15.
- 5 19. Mobile terminal device for automatically connecting to a remote cellular network server having a server address, comprising:
  - a cellular network interface,
  - a user interface,
  - a processor being connected to said network interface and said user interface,
- 10 characterized in that said terminal device further comprises
  - an interface for connecting an interchangeable memory,
  - a detector for detecting an operative connection of said interchangeable memory,
  - a component for retrieving a server address and
  - a component for connecting to said server address via said cellular network interface.

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20. Mobile terminal device according to claim 19, wherein said interface for connecting an interchangeable memory is an interface for connecting an interchangeable memory that comprises said address of a server, and wherein said component for retrieving said server address is adapted to retrieve said server address from said interchangeable memory.

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21. Mobile terminal device according to claim 19, further comprising a storage that stores said server address, wherein said storage is connected to said processor and wherein said component for retrieving said server address is adapted to retrieve said server address from said storage.

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22. Mobile terminal device according to anyone of claims 19 to 21, wherein said terminal device is further configured to retrieve application ID data of said cellular network application stored in said connected interchangeable memory and transferring said application ID data to said connected server.

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- 23. Mobile terminal device according to anyone of claims 19 to 22, wherein said terminal device is further configured to operate said online application of said memory device if and when said interchangeable memory is detected.
- 35 24. Mobile terminal device according to anyone of claims 19 to 23, wherein said interface for connecting an interchangeable memory is an interface of a multimedia card.

- 25. Mobile terminal device according to anyone of claims 19 to 24, wherein said cellular network application is a cellular network game.
- 26. Interchangeable cellular memory device comprising
  an interface for connecting to a mobile terminal device,
  a data storage for storing at least one address of a server,
  a reader for retrieving said server address from said data storage.

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- 27. Interchangeable cellular memory device according to claim 26, wherein said data storage further stores a cellular network application.
  - 28. Interchangeable cellular memory device according to claim 26 or 27, wherein said wherein said data storage further stores application ID data of said cellular network application.
- 29. Interchangeable cellular memory device according to anyone of claims 26 to 28, wherein said data storage further stores at least one set of preference data related to the application preferences of a user of said application.
- 30. Interchangeable cellular memory device according to anyone of claims 26 to 29, characterized in that said interchangeable cellular memory device is a multimedia card.
  - 31. Mobile terminal device according to anyone of claims 26 to 30, wherein said cellular network application is a cellular network game.
- 32. Interchangeable cellular online game memory device according to claim 30, wherein said data storage further stores at least one cellular network game status.
  - 33. Interchangeable cellular online game memory device according to anyone of the claims 26 to 31, wherein said storage also contains a script to induce said connected mobile terminal to set up a network connection, wherein said reader is adapted to retrieve said script.
  - 34. Interchangeable cellular online game memory device according to claim 33, wherein a storage controller is provided to send said server address and said script to said interface.